

# MEDIA PRIMA BERHAD

**Financial & Business Review  
For the 1st Quarter Ended  
31 March 2013**

**7 May 2013**



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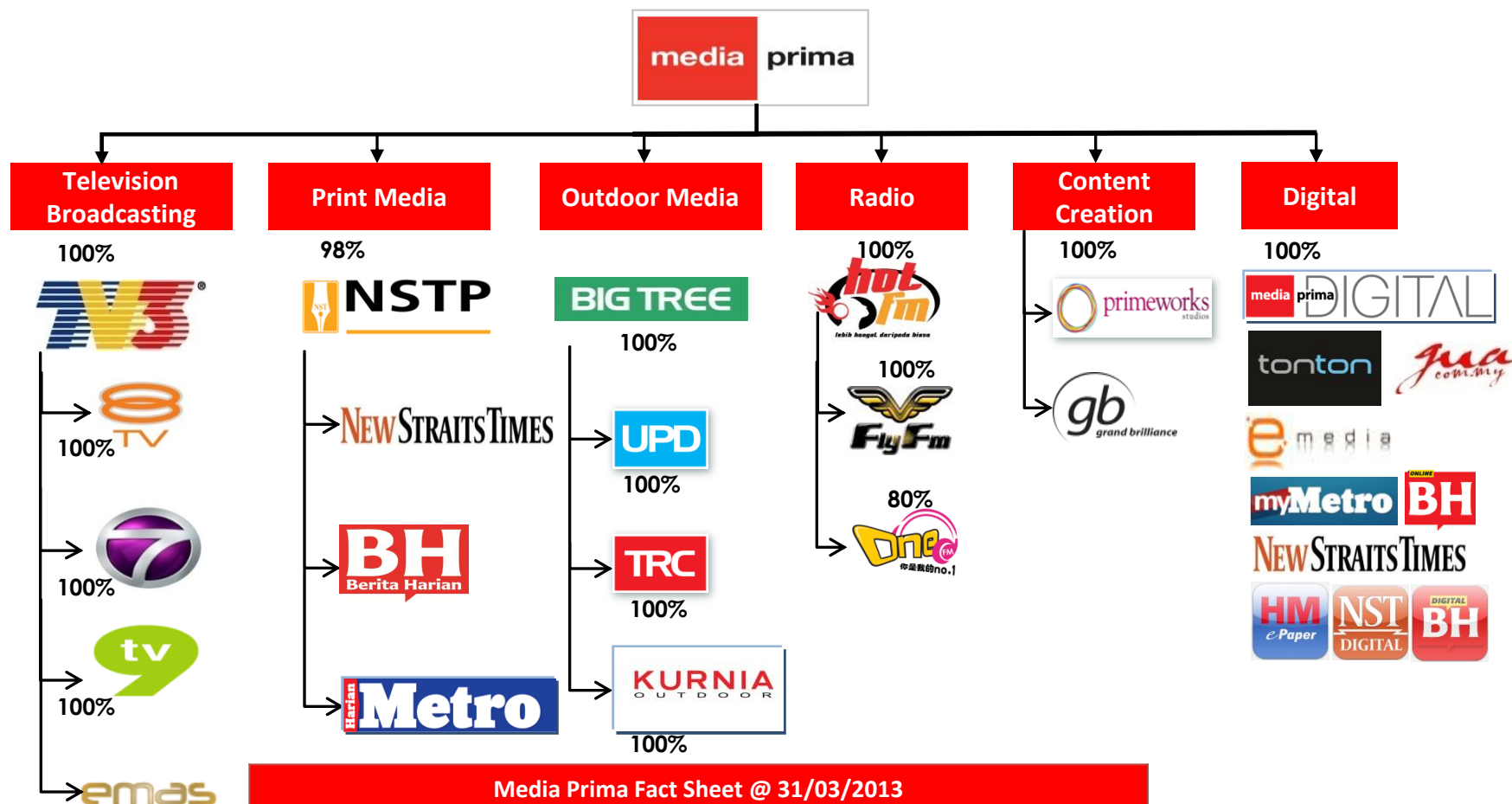
## Section 1

# OVERVIEW

Media Prima, through all our platforms, reaches out to **24 million** audiences from all ages and walks of life in the country daily.

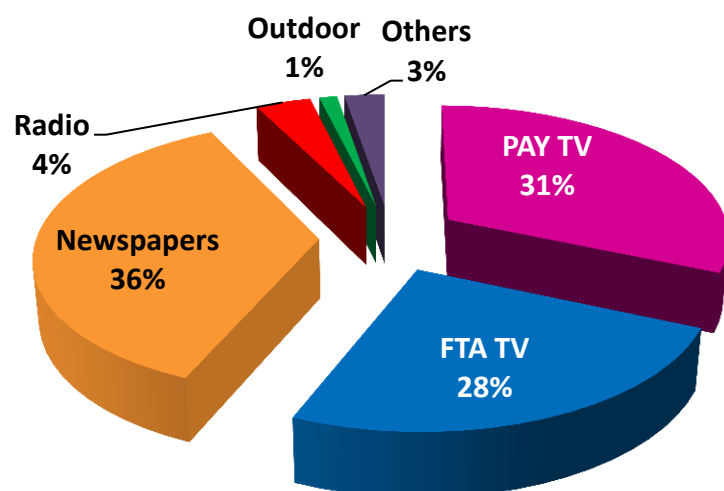


# MEDIA PRIMA BERHAD TODAY



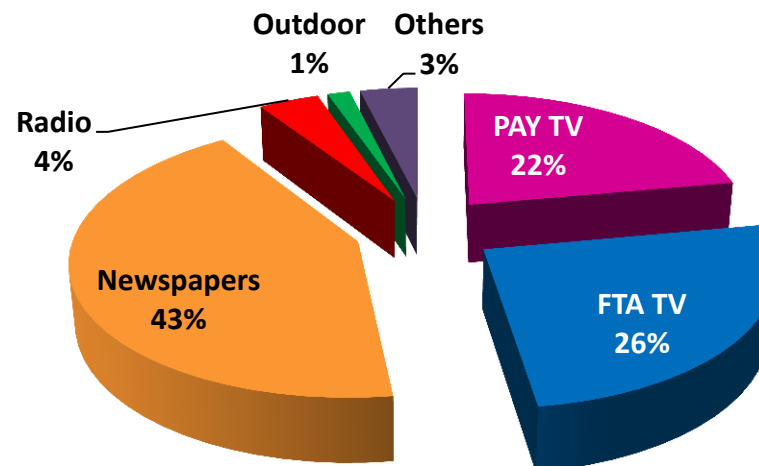
Media Prima Fact Sheet @ 31/03/2013	
Issued and paid-up share capital	RM1,084.0m
Shareholders funds	RM1,582.1m
Total assets	RM2,429.9m
Cash	RM533.3m
Group borrowings	RM492.0m
PDS Ratings (RAM)	AAAbg (MTN), P1 (CP)

# INDUSTRY ADEX (MALAYSIA) – NON DISCOUNTED GROSS REVENUE



**Q1 2013**

Source : AC Nielsen



**Q1 2012**

RM MILLION	PAY TV	FTA TV	NEWSPAPERS	RADIO	OUTDOOR	OTHERS	TOTAL
Q1 2013	852	674	980	99	32	68	2,705
Q1 2012	503	584	974	90	35	86	2,271
% Change	69	15	1	10	(9)	(21)	19

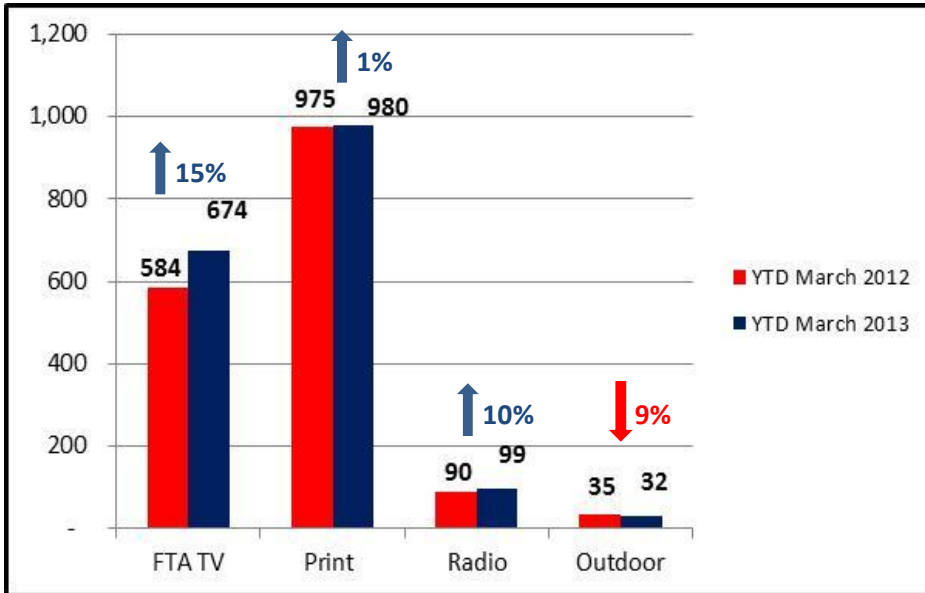
\* Nielsen has discontinued tracking Digital adspend since July 2012.

1. Nielsen's Adex numbers for both Pay TV & FTA TV have not taken into consideration the discounting factor. Actual Adex would be lower than Nielsen's reported numbers due to higher actual bonussing / discounting.
2. Pay TV - a cheaper alternative as its rates are lower than that of FTA TV and Print
3. Inclusion of more paid channels will contribute to higher growth for Pay TV

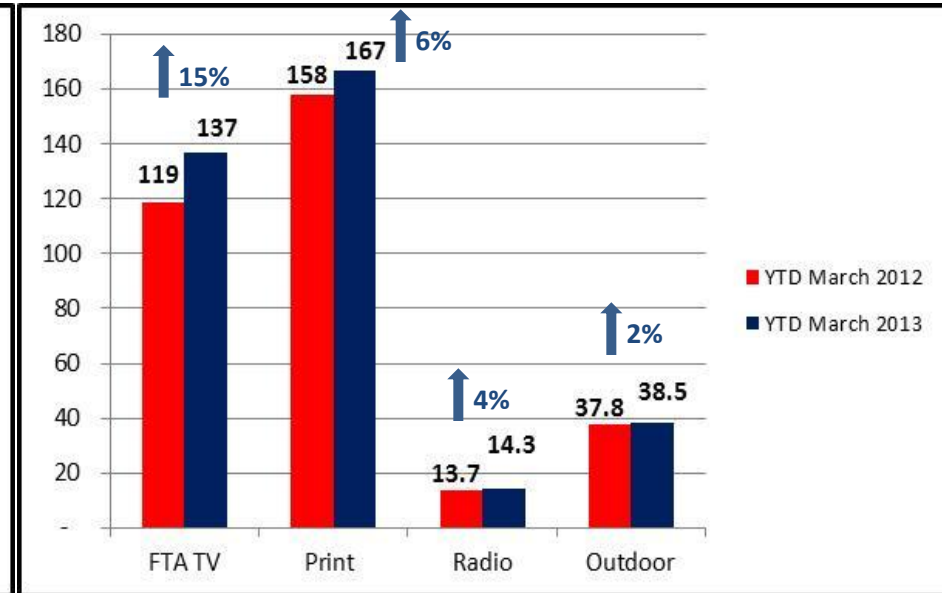
# ADEX REVENUE PERFORMANCE

## ADEX PERFORMANCE Q1 2013 vs. Q1 2012

### Industry Adex



### Media Prima's Net Revenue Adex By Platform

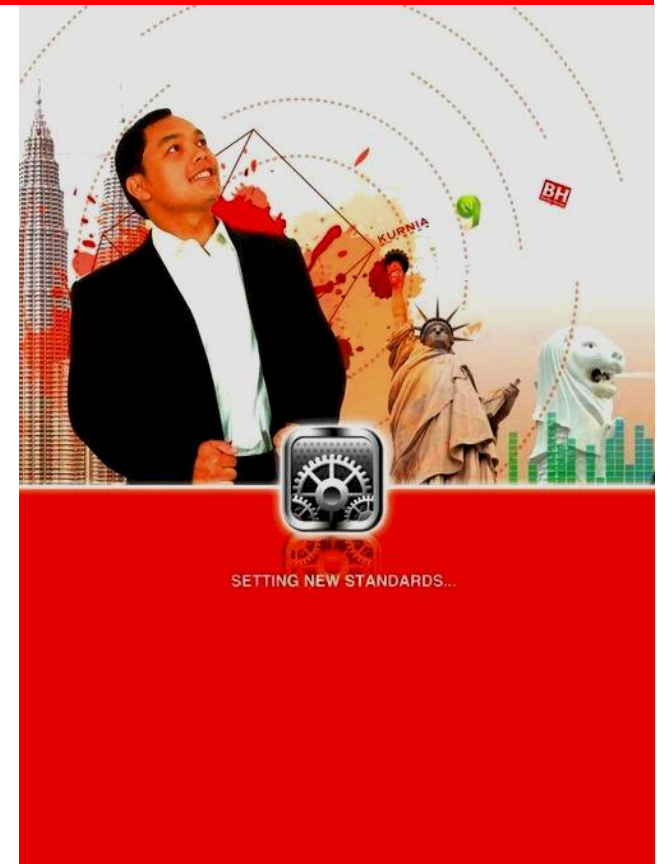


\* Media Prima's Print consists of advertising revenue only. Nielsen has discontinued tracking Digital Adspend since July 2012.

**Our Print outperformed the market while our TV was at par with the market**

## Section 2.1

# PERFORMANCE REVIEW – MEDIA PRIMA GROUP



# CONSOLIDATED FINANCIAL RESULTS Q1 2013

	RM '000		%
	Q1 2013	Q1 2012	CHANGE
	A	B	A - B
GROSS REVENUE	436,749	398,769	10
NET REVENUE	365,836	335,284	9
ROYALTIES	(771)	(656)	(18)
NET REVENUE AFTER ROYALTIES	365,065	334,628	9
DIRECT COSTS	(134,227)	(120,683)	(11)
CONTRIBUTION	230,838	213,945	8
OTHER INCOME	7,050	2,700	>100
OVERHEADS	(170,117)	(158,754)	(7)
<b>EBITDA</b>	<b>67,771</b>	<b>57,891</b>	<b>17</b>
FINANCE COSTS	(8,235)	(7,226)	(14)
DEPRECIATION AND AMORTISATION	(24,471)	(25,119)	3
<b>PROFIT BEFORE ASSOCIATE</b>	<b>35,065</b>	<b>25,546</b>	<b>37</b>
SHARE OF ASSOCIATE'S RESULTS	1,577	3,178	(50)
<b>PROFIT BEFORE TAX</b>	<b>36,642</b>	<b>28,724</b>	<b>28</b>
TAXATION	(8,862)	(7,322)	(21)
PROFIT AFTER TAX	27,780	21,402	30
MINORITY INTEREST	(673)	(636)	(6)
<b>PATAMI</b>	<b>27,107</b>	<b>20,766</b>	<b>31</b>
EBITDA margin %	19%	17%	
PATAMI margin %	7%	6%	
Effective Tax Rate %	25.3%	28.7%	



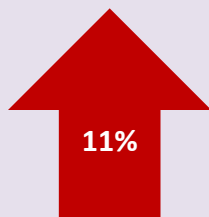
# FINANCIAL RESULTS BY MEDIA PLATFORM

	TVN	Radio	Outdoor Media	Print Media*	New Media*	Others	Consol Adjustment	Total
	RM'000							
<b>Gross Revenue</b>								
2013	176,275	17,051	41,428	197,243	5,642	5,863	(6,753)	436,749
2012	150,034	16,021	40,841	188,413	4,559	3,853	(4,952)	398,769
Growth %	17	6	1	5	24	52	(36)	10
<b>Net Revenue (after royalties)</b>								
2013	137,343	14,327	38,478	166,851	5,404	5,863	(3,201)	365,065
2012	118,976	13,749	37,922	157,636	4,442	3,853	(1,950)	334,628
Growth %	15	4	1	6	22	52	64	9
<b>EBITDA</b>								
2013	24,814	7,424	12,234	25,844	(2,363)	(4,584)	4,402	67,771
2012	20,145	7,396	12,204	25,883	(906)	(7,668)	837	57,891
Growth %	23	0	0	(0)	(161)	40	(426)	17
<b>Depreciation &amp; Interest Expenses</b>								
2013	9,566	450	2,059	11,459	376	7,898	898	32,706
2012	10,272	448	2,026	11,333	471	6,846	949	32,345
Growth %	7	(0)	(2)	(1)	20	(15)	5	(1)
<b>PBT / (LBT) Before Associate - Continuing Operations</b>								
2013	15,248	6,974	10,175	14,385	(2,739)	(12,482)	3,504	35,065
2012	9,873	6,948	10,178	14,550	(1,377)	(14,514)	(112)	25,546
Growth %	54	0	(0)	(1)	(99)	(14)	>100	37

\*NSTP e-Media's results consolidated under New Media

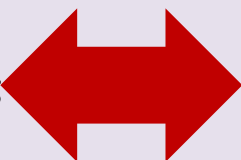
# SUMMARY OF FINANCIAL HIGHLIGHTS

Advertising  
Revenue



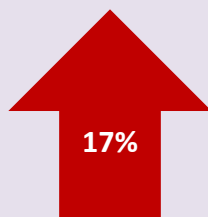
- Ad revenue grew by 11% against Q1 2012 at the back of the current gradual improvement in the economic conditions and also contributed by the Non Traditional Advertisers (NTAs)

Non-  
Advertising  
Revenue



- Other revenue was at par with that in Q1 2012
- PWS' TV Production increased by 3% against Q1 2012
- Circulation revenue declined by 3% against Q1 2012 due to the shift in preference for free online content

EBITDA



- Positive growth of 17% in EBITDA against Q1 2012 mainly due to a slower increase in direct costs and overheads and higher interest income

PATAMI



- The Group recorded PATAMI of RM27.1 million against Q1 2012 of RM20.8 million.
- Savings achieved via lower depreciation
- Hence PATAMI is higher by 31% against Q1 2012.

## Section 2.2

# TV NETWORKS

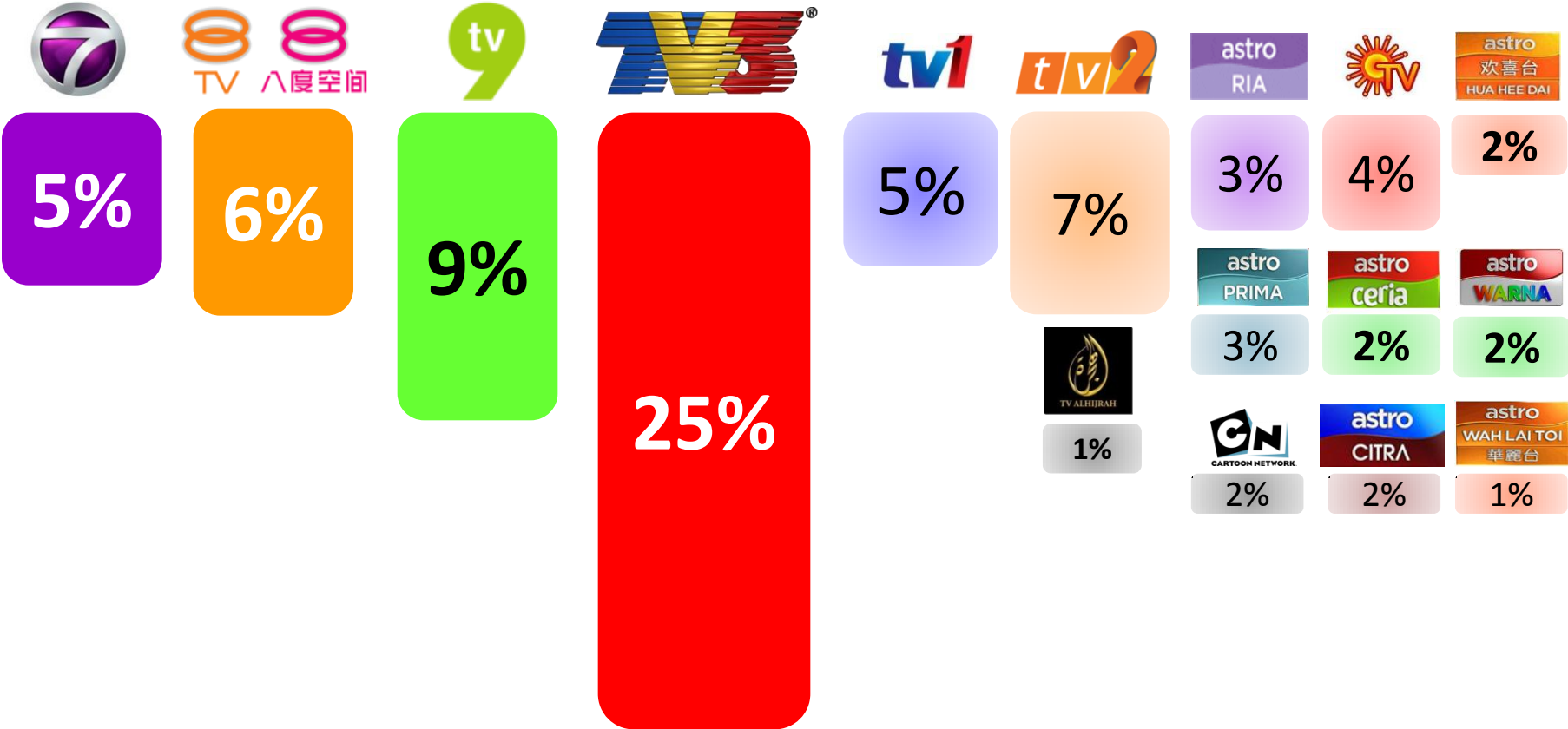


# TV NETWORKS RESULTS: Q1 2013 VS. Q1 2012

	RM'000		%
	Q1 2013 A	Q1 2012 B	CHANGE A - B
<b>GROSS REVENUE</b>	<b>176,275</b>	150,034	17
NET REVENUE	137,343	118,976	15
DIRECT COSTS	(52,015)	(43,807)	(19)
<b>CONTRIBUTION</b>	<b>85,328</b>	<b>75,169</b>	14
OTHER INCOME	1,861	812	>100
OVERHEADS	(51,850)	(46,352)	(12)
<b>EBITDA</b>	<b>35,339</b>	<b>29,629</b>	19
DEPRECIATION	(9,420)	(10,006)	6
INT & FINANCE CHARGES	(146)	(266)	45
<b>PROFIT BEFORE TAX</b>	<b>25,773</b>	<b>19,357</b>	33
TAXATION	(1,975)	(3,081)	36
<b>PROFIT AFTER TAX</b>	<b>23,798</b>	<b>16,276</b>	46
<b>EBITDA margin %</b>	<b>26%</b>	<b>25%</b>	
<b>PAT margin %</b>	<b>17%</b>	<b>14%</b>	

# TV AUDIENCE SHARE : JANUARY-MARCH 2013

## Dominant Position Across All Stations/Channels



FREE & PAY CHANNELS INCLUDED

# TOP 10 CHANNELS WATCHED

**MPB channels remain the LEADER among key markets**

TOTAL 4+				CHINESE 4+				MALAY 15+				
STN	JAN-MAR 2013	STN	JAN-MAR 2012	STN	JAN-MAR 2013	STN	JAN-MAR 2012	STN	JAN-MAR 2013	STN	JAN-MAR 2012	
1	TV3	25	TV3	27	8TV	26	8TV	26	TV3	34	TV3	37
2	TV9	9	TV9	8	ntv7	20	ntv7	18	TV9	11	TV9	10
3	TV2	7	TV2	7	HUAHEE	8	HUAHEE	8	TV2	8	TV1	8
4	8TV	6	8TV	6	AEC	5	WLT	6	TV1	7	TV2	8
5	ntv7	5	TV1	6	WLT	5	TV2	5	PRIMA	5	RIA	6
6	TV1	5	ntv7	5	TV2	4	AEC	4	RIA	4	PRIMA	4
7	SUN-TV	4	RIA	4	XHE	3	XHE	3	WARNA	3	CERIA	3
8	PRIMA	3	SUN-TV	4	TV3	2	SHX	3.0	CERIA	3	WARNA	2
9	RIA	3	PRIMA	2	TVBC	2	TV3	3	CITRA	2	ntv7	2
10	CERIA	2	CERIA	2	OTHR ASTI	2	TVBC	2	ntv7	2	CITRA	2

**FREE & PAY CHANNELS INCLUDED**

# TV ADEX SHARE BY STATION: Q1 2013 VS. Q1 2012

RM' 000									TOTAL
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RM'000	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
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## Q1 2013

### Non Discounted Gross Revenue

- %	40	18	15	15	88	4	8	0	100
- RM'000	270,784	121,032	103,607	99,376	594,799	23,766	55,457	0	674,022
Growth %	12	19	13	36	17	38	(4)	0	15

### Discount Factor

- %	60	77	77	84	70	60 *	60 *	0	69
- RM'000	(161,794)	(93,583)	(79,895)	(83,253)	(418,524)	(14,260)	(33,274)	0	(466,058)

### Gross Revenue

- %	52	13	11	8	85	5	11	0	100
- RM'000	108,991	27,449	23,712	16,124	176,275	9,506	22,183	0	207,964
Growth %	15	27	15	23	17	38	(4)	0	15

## Q1 2012

### Non Discounted Gross Revenue

- %	41	17	16	13	87	3	10	0	100
- RM'000	241,715	102,025	91,967	73,193	508,901	17,280	57,874	0	584,055

### Discount factor

- %	61	79	78	82	71	60 *	60 *	0	69
- RM'000	(147,110)	(80,332)	(71,325)	(60,098)	(358,866)	(10,368)	(34,725)	0	(403,958)

### Gross Revenue

- RM'000	94,604	21,692	20,643	13,095	150,034	6,912	23,150	0	180,096
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\* Based on estimates

# TOP 20 PROGRAMMES ACROSS ALL CHANNELS (ALL 4+)

No.	Programme	Genre	Station	Viewership ('000)	TVR	Share
1	ANUGERAH JUARA LAGU (L)	MUSICAL/ENTERTAINMENT	TV3	3,584	17.6	54.8
2	AWAL TAHUN T-THE KARATE KID	MOVIES	TV3	2,305	11.3	41.2
3	BINTANG MENCARI BINTANG (L)	REALITY TV	TV3	2,211	10.9	36.0
4	BULETIN UTAMA	NEWS	TV3	2,201	10.8	37.9
5	999 (L)	DOCUMENTARIES/MAGAZINES	TV3	2,199	10.8	34.8
6	JANJI SHIRAH	DRAMA/SERIES	TV3	2,174	10.7	35.3
7	AKASIA	DRAMA/SERIES	TV3	2,015	9.9	40.6
8	LESTARY	DRAMA/SERIES	TV3	1,910	9.4	28.7
9	SAMARINDA	DRAMA/SERIES	TV3	1,810	8.9	28.9
10	SERAM	DRAMA/SERIES	TV3	1,800	8.8	37.3
11	AKSI	DRAMA/SERIES	TV3	1,793	8.8	27.5
12	C'RAMA	MOVIES	TV3	1,716	8.4	29.9
13	ZEHRRA	DRAMA/SERIES	TV3	1,691	8.3	26.6
14	CNY MOVIE SPEC	MOVIES	TV3	1,661	8.1	30.5
15	POTRET BERSAMAMU	DOCUMENTARIES/MAGAZINES	TV3	1,606	7.9	25.2
16	MELODI (LIVE)	MUSICAL/ENTERTAINMENT	TV3	1,540	7.6	41.1
17	BANG BANG BOOM	MUSICAL/ENTERTAINMENT	TV3	1,511	7.4	23.0
18	AMEKAW	GAMES/QUIZ SHOWS	TV3	1,471	7.2	23.1
19	TUNGGU SEKEJAP	MUSICAL/ENTERTAINMENT	TV3	1,417	6.9	30.8
20	KONSERT JOMHEBOH	MUSICAL/ENTERTAINMENT	TV3	1,376	6.8	23.6

Source Nielsen Audience Measurement

Remain top programmes among all genres except for "Sports"



## Section 2.3

# PRINT MEDIA



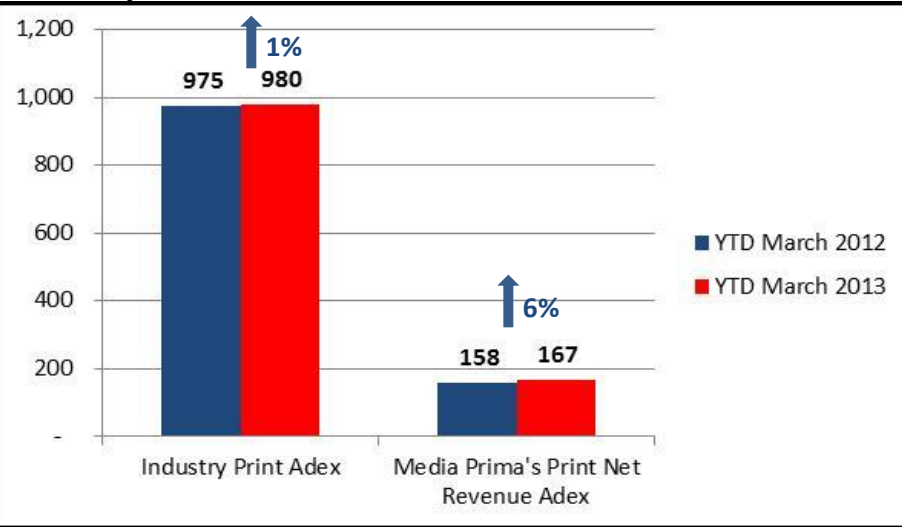
## GROUP CONSOLIDATED RESULTS Q1 2013 vs. Q1 2012

	RM'000		%
	Q1 2013 A	Q1 2012 B	CHANGE A - B
Gross Revenue	197,243	189,340	4
Net Revenue	166,851	158,563	5
Direct cost	(56,244)	(53,419)	5
	110,607	105,144	5
Other operating income	978	547	79
Overheads	(85,741)	(79,605)	8
<b>EBITDA</b>	<b>25,844</b>	<b>26,086</b>	(1)
Depreciation	(11,137)	(10,870)	2
Finance cost	(322)	(539)	(40)
<b>Profit before Associates</b>	<b>14,385</b>	<b>14,677</b>	(2)
Share of results of associates	1,577	3,177	(50)
<b>Profit before taxation</b>	<b>15,962</b>	<b>17,854</b>	(11)
Taxation	(3,596)	(3,750)	(4)
<b>Profit after taxation</b>	<b>12,366</b>	<b>14,104</b>	(12)
<b>EBITDA Margin %</b>	<b>15.5%</b>	<b>16.5%</b>	
<b>PATAMI Margin %</b>	<b>7.4%</b>	<b>8.9%</b>	

Decline in EBITDA & PATAMI partly due to gestation of Sabah & Sarawak expansion

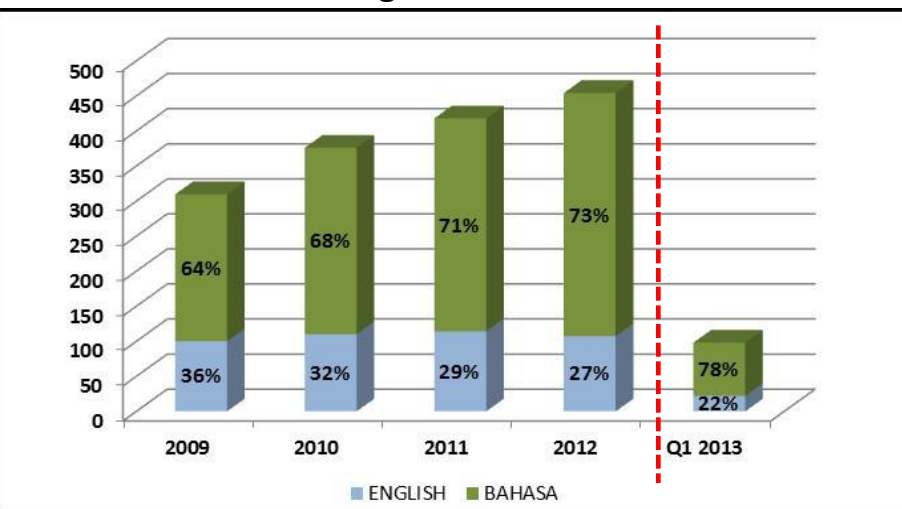
# GROWING CONTRIBUTION FROM THE MALAY MARKET

Industry Adex vs. Media Prima's Net Revenue Adex

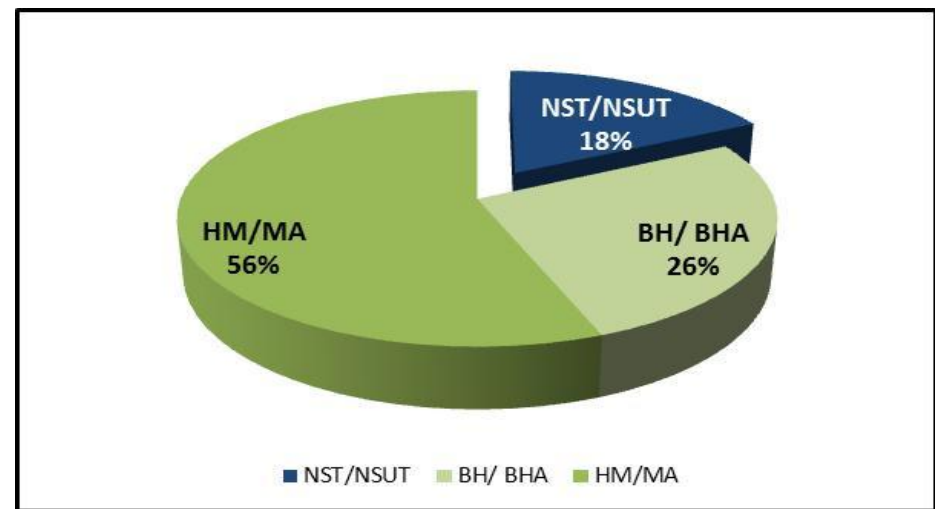


Industry print Adex grew by only 1% while our print Adex grew by 6%, driven by the growing Bahasa market & our Group's strength in this sector.

NSTP Advertising Revenue Trend Q1 2013



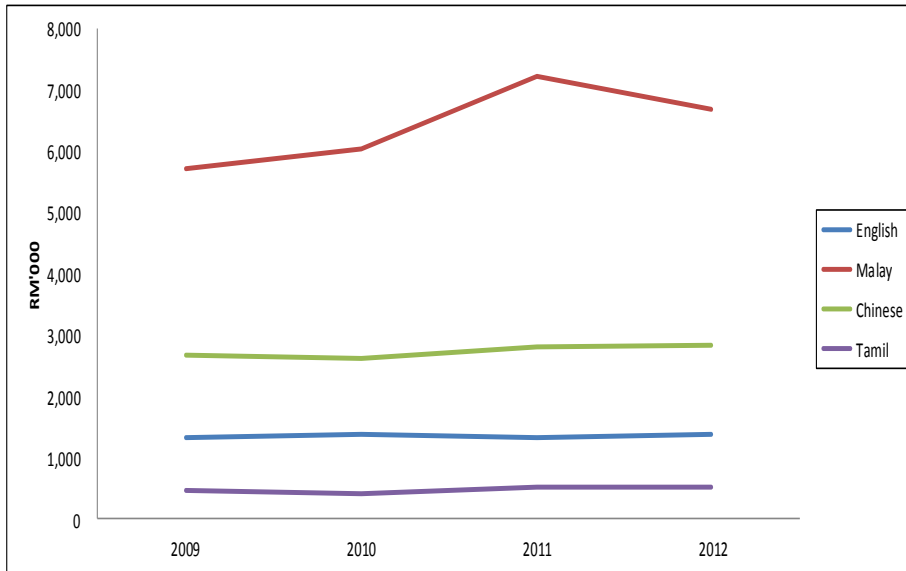
Revenue Contribution Q1 2013



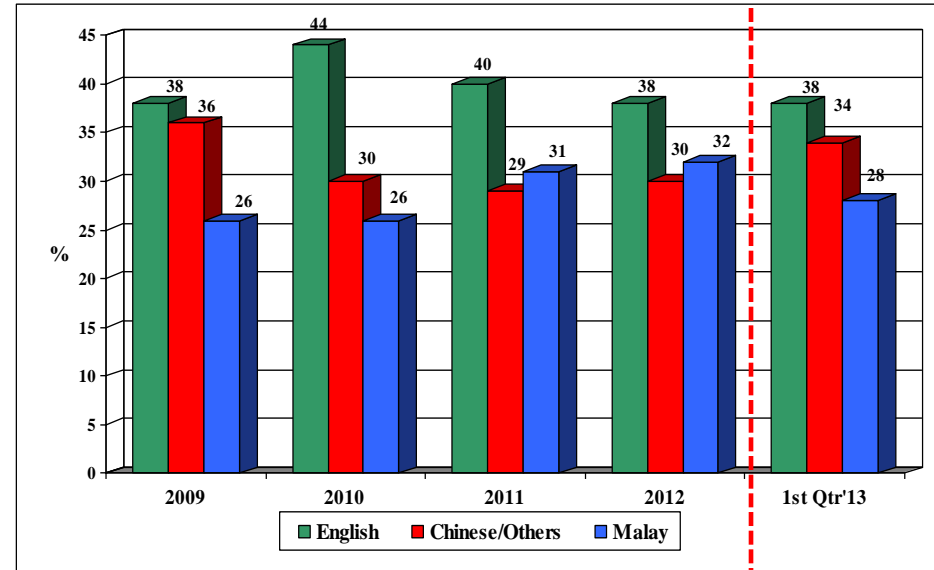
In line with growing readership, Malay language continue to grow its Adex market share. Malay newspapers will continue to be the main driver to revenue growth.

# READERSHIP/ ADVERTISING REVENUE TRENDS

## Readership Trend By Language



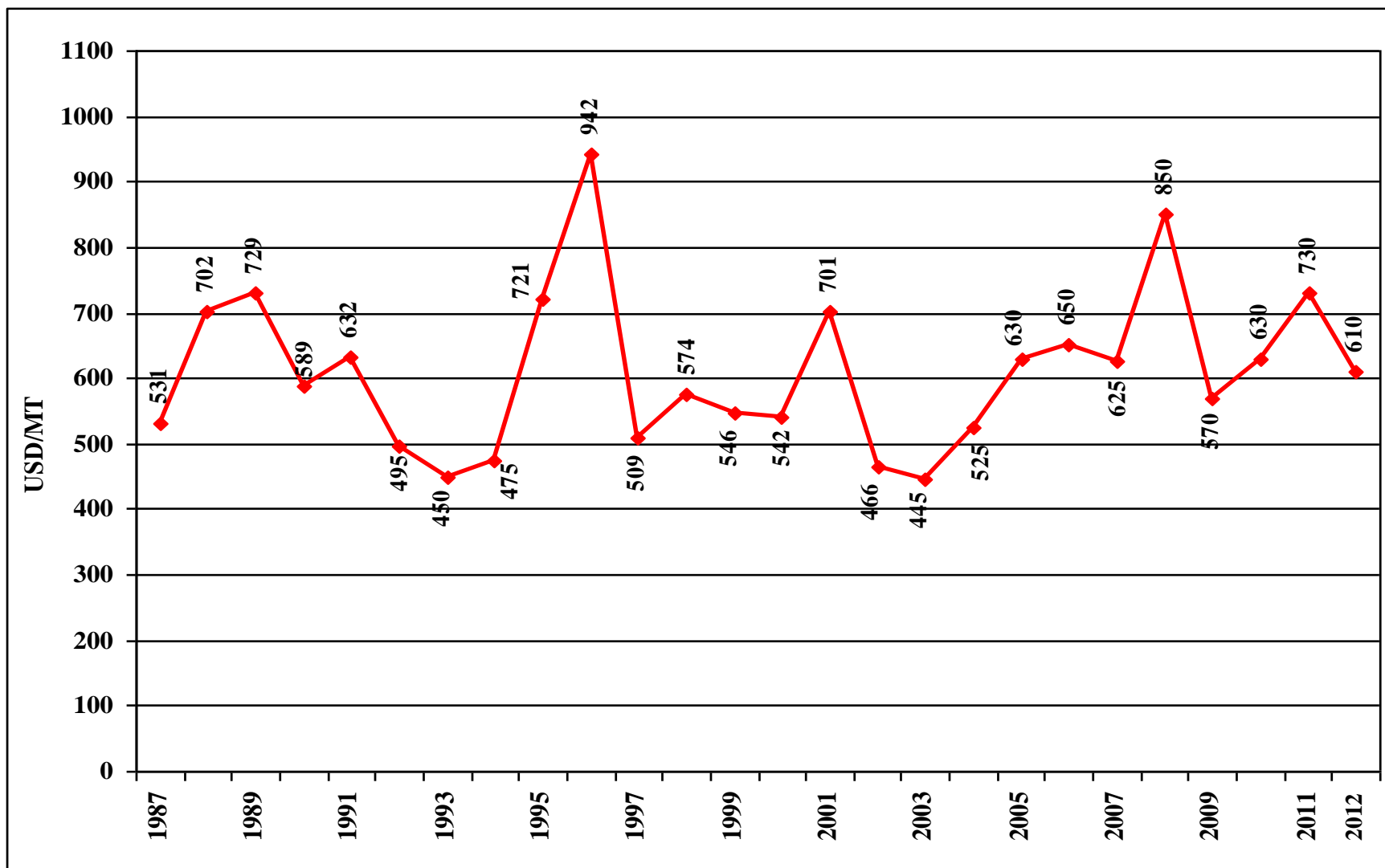
## Print Adex Market Share By Language



Readers ('000)	Q4 2009	Q4 2010	Q4 2011	Q4 2012
<b>ENGLISH</b>				
New Straits Times	236	236	240	236
New Sunday Times	218	235	234	213
<b>BAHASA</b>				
Berita Harian	1,160	1,020	1,035	1,048
BH Ahad	1,207	1,132	1,097	1,076
Harian Metro	2,645	3,113	3,722	3,351
Metro Ahad	2,687	3,434	4,043	3,682

(Source: Nielsen Media Research)

# NSTP NEWSPRINT PRICE TREND



## Section 2.4

# CONTENT CREATION





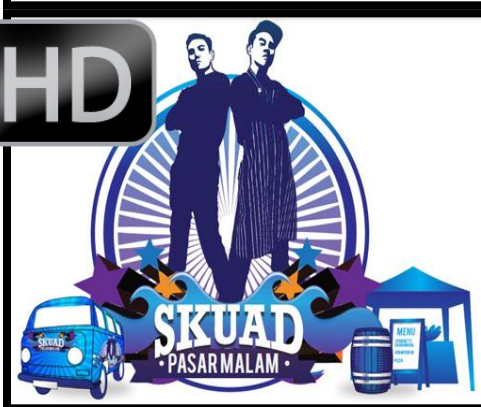
	RM'000		%
	Q1 2013 A	Q1 2012 B	CHANGE A - B
<b>NET REVENUE</b>	28,024	24,882	13
DIRECT COSTS	11,801	10,363	(14)
<b>CONTRIBUTION</b>	16,223	14,519	12
OTHER INCOME	222	485	(54)
OVERHEADS	12,678	11,625	(9)
<b>EBITDA</b>	<b>3,767</b>	<b>3,379</b>	<b>11</b>
FINANCE COST	-	3	100
DEPRECIATION	117	129	9
<b>PROFIT BEFORE TAX</b>	<b>3,650</b>	<b>3,247</b>	<b>12</b>
TAXATION	-	569	100
<b>PROFIT AFTER TAX</b>	<b>3,650</b>	<b>2,678</b>	<b>36</b>
<b>EBITDA margin %</b>	<b>13%</b>	<b>14%</b>	
<b>PAT margin % (Excl. EI)</b>	<b>13%</b>	<b>11%</b>	



# Q1 2013 NEW PROGRAMMES



*Malaysia's 1<sup>st</sup>  
women awards  
show*





## Q1 2013 RATINGS WINNERS



**2.3 MIL VIEWERS**  
**38 % SHARE**



**2.1 MIL VIEWERS**  
**34 % SHARE**



**1.5 MIL VIEWERS**  
**40 % SHARE**



**1.7 MIL VIEWERS**  
**27 % SHARE**



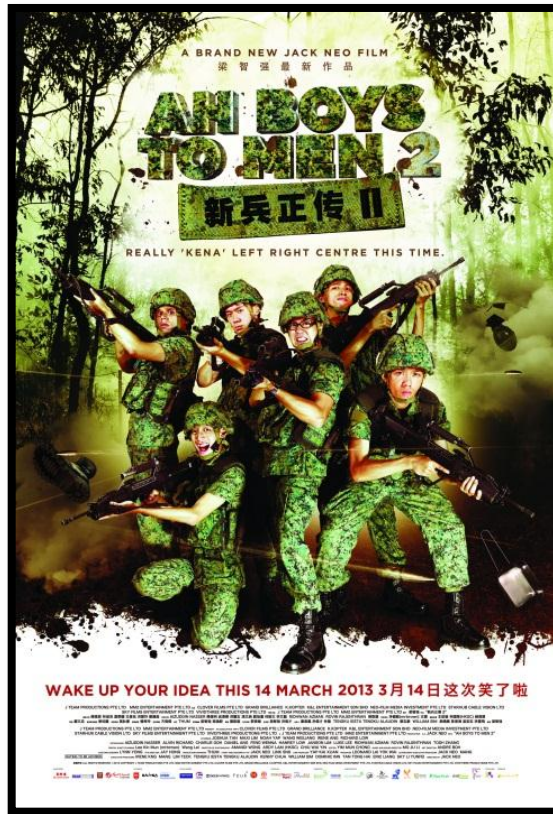
**3.6 MIL VIEWERS**  
**55 % SHARE**



**1.5 MIL VIEWERS**  
**24 % SHARE**



**ROCK OO!**  
(28 FEB 2013)



**AH BOYS TO MEN Pt 2**  
(14 MAR 2013)

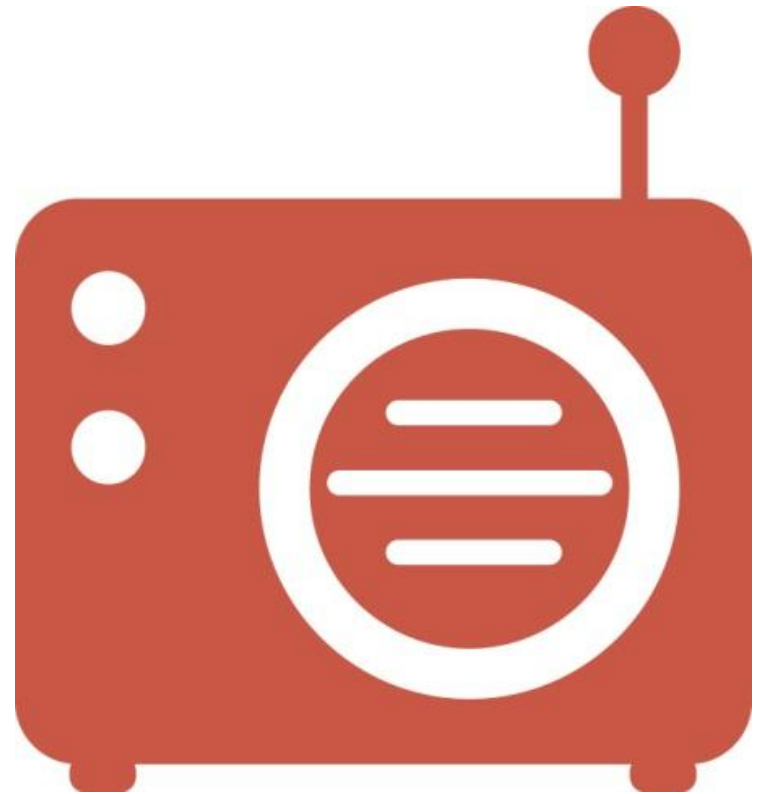


**SEMBUNYI**  
(28 MAR 2013)



## Section 2.5

# RADIO NETWORKS



# RADIO NETWORKS FINANCIAL RESULTS Q1 2013 vs. Q1 2012

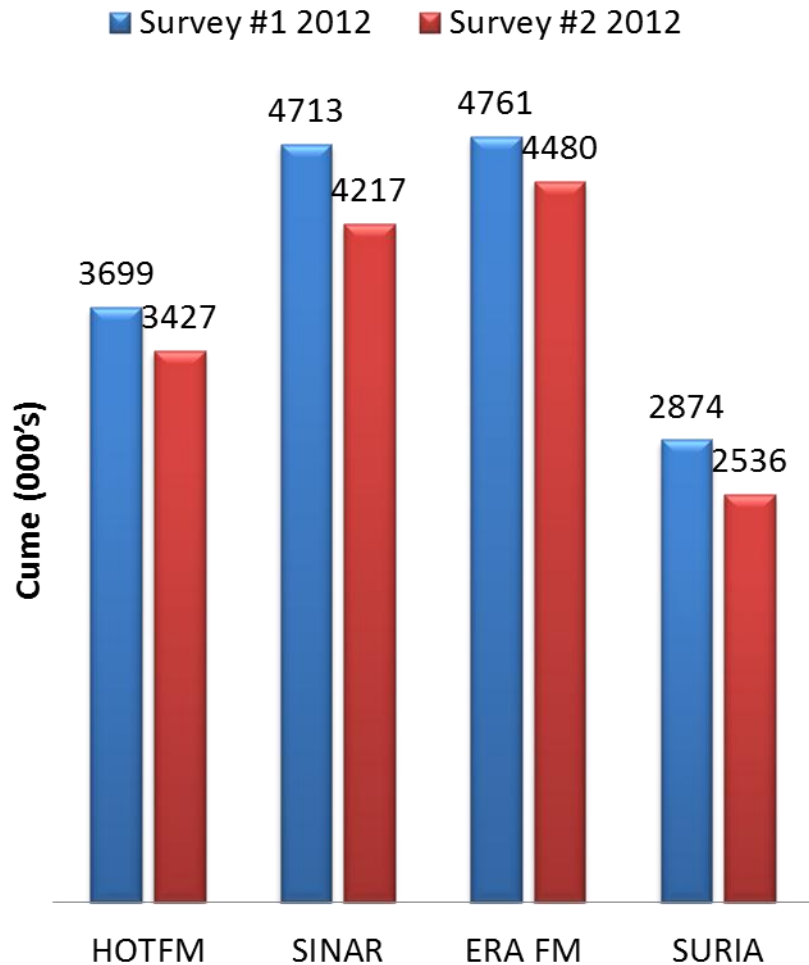
	RM'000		%
	Q1 2013 A	Q1 2012 B	CHANGE A - B
<b>GROSS REVENUE</b>	<b>17,051</b>	<b>16,021</b>	6
NET REVENUE	14,327	13,749	4
DIRECT COSTS	(49)	(73)	32
<b>CONTRIBUTION</b>	<b>14,278</b>	<b>13,676</b>	4
OTHER INCOME	137	328	(58)
OVERHEADS	(6,991)	(6,608)	(6)
<b>EBITDA</b>	<b>7,424</b>	<b>7,396</b>	0
DEPRECIATION	(450)	(448)	(0)
INT & FINANCE CHARGES	-	-	NA
<b>PROFIT BEFORE TAX (PBT)</b>	<b>6,974</b>	<b>6,948</b>	0
TAXATION	-	(966)	100
<b>PROFIT AFTER TAX (PAT)</b>	<b>6,974</b>	<b>5,982</b>	17
EBITDA margin %	52%	54%	
PAT margin %	49%	44%	

# RADIO - PERFORMANCE RATINGS

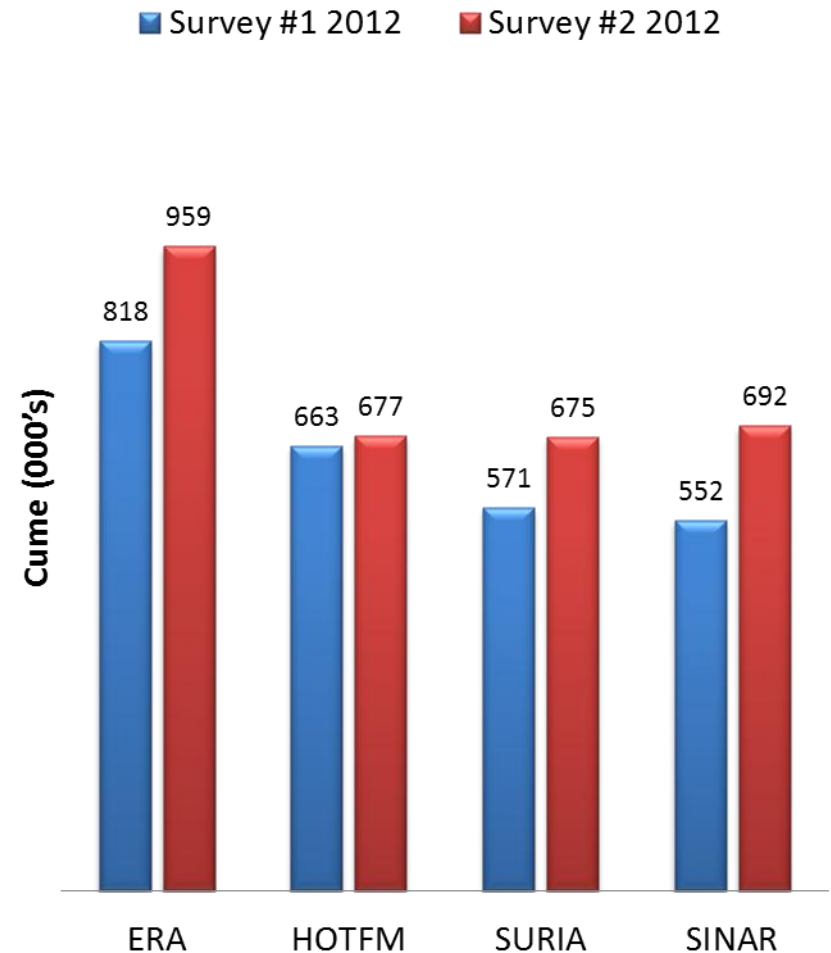


#3 Overall Malay & #1 for under 25 for average listenership

## NATIONWIDE LISTENERSHIP (000's)



## EAST COAST LISTENERSHIP (000's)



# RADIO - PERFORMANCE RATINGS



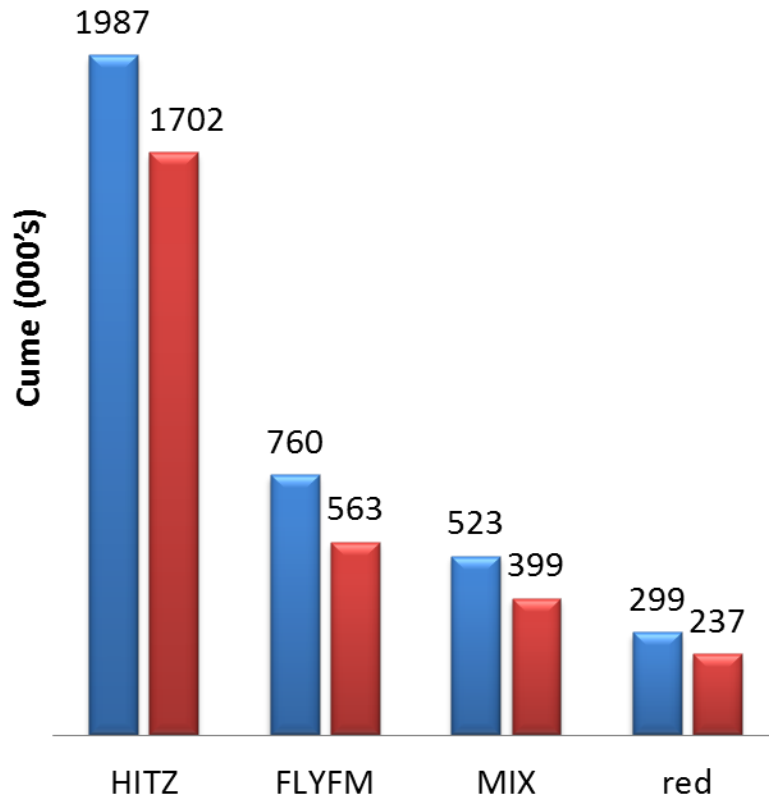
#2 Overall English



#1 Chinese Radio for Age 18-24

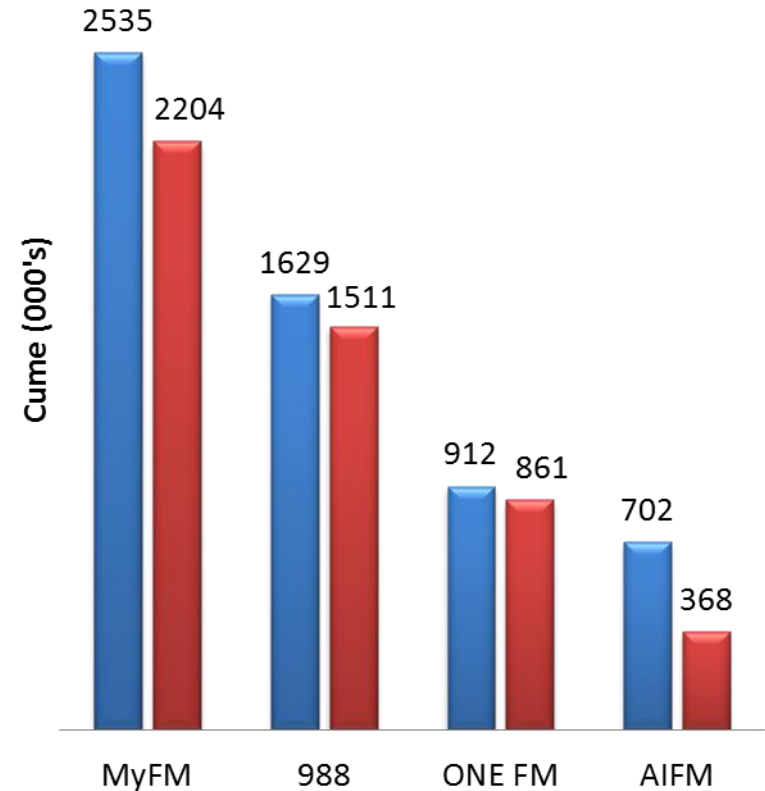
ENGLISH STATION LISTENERSHIP(000's)

■ Survey #1 2012 ■ Survey #2 2012



CHINESE STATION LISTENERSHIP(000's)

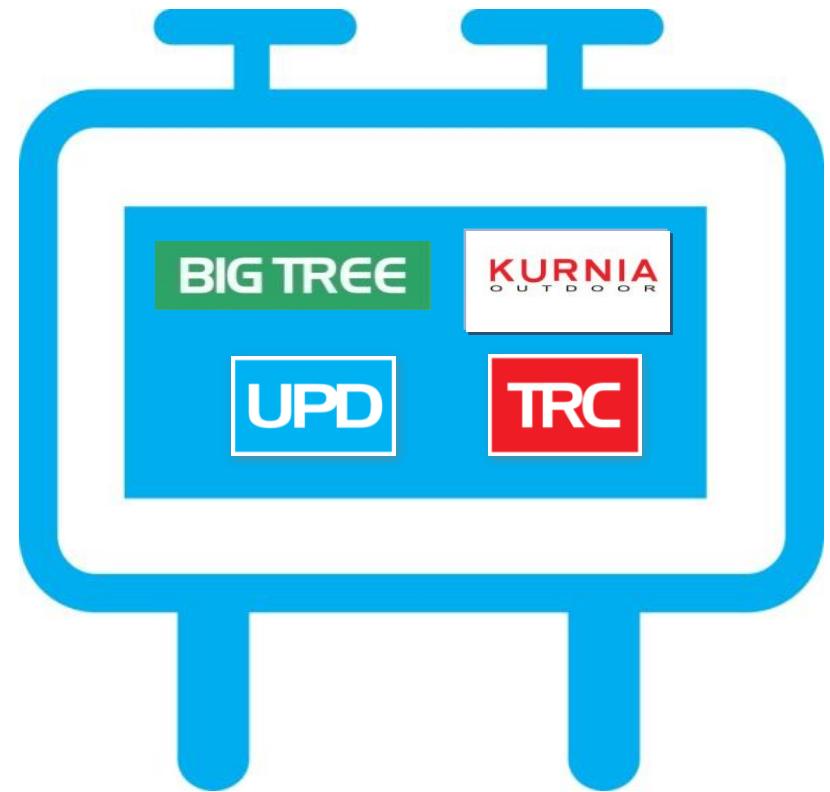
■ Survey #1 2012 ■ Survey #2 2012



Source: Nielsen Advertising Information Service (AIS)

## Section 2.6

# OUTDOOR MEDIA



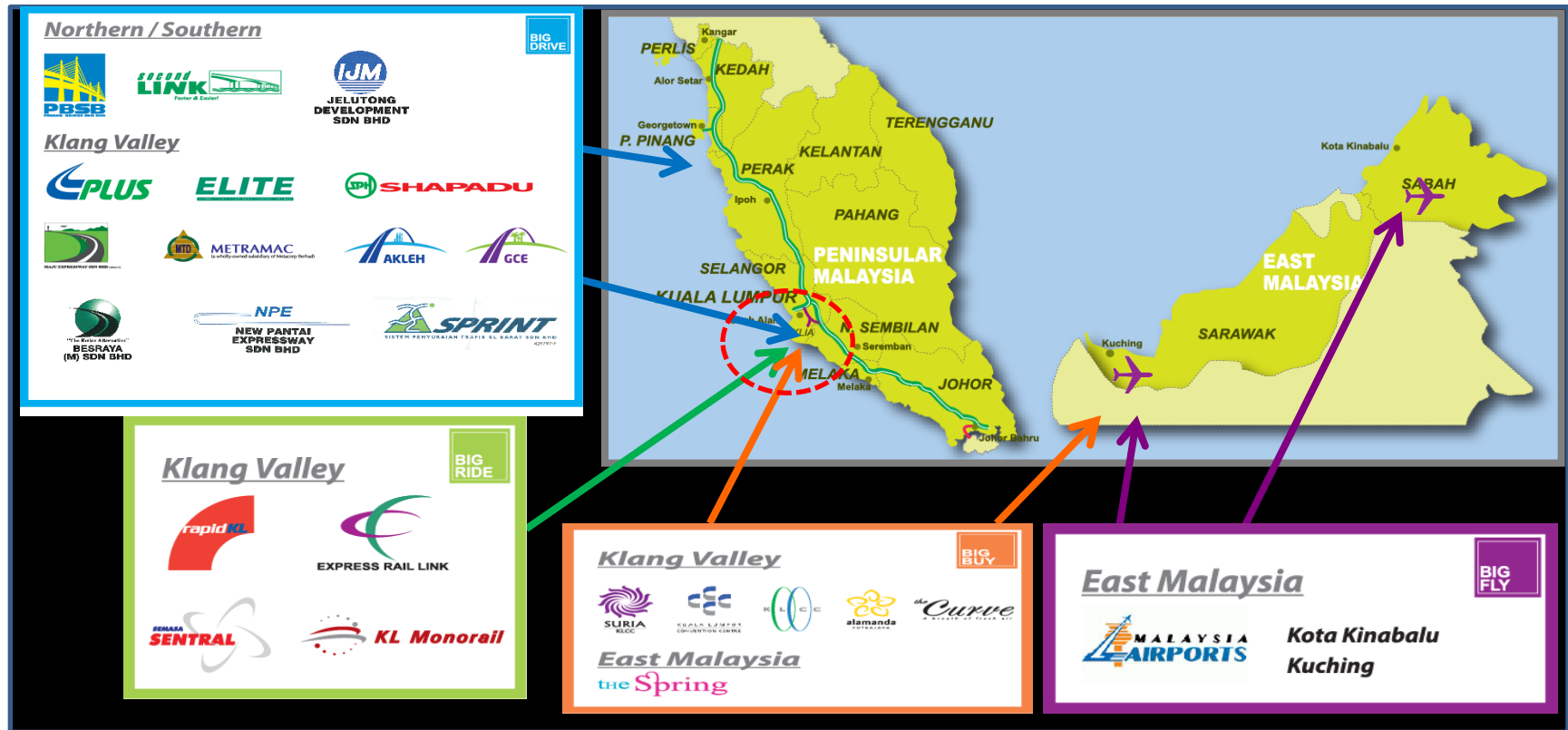
# OUTDOOR DIVISION FINANCIAL RESULTS - Q1 2013

	RM'000		%
	Q1 2013	Q1 2012	CHANGE
	A	B	A - B
<b>GROSS REVENUE</b>	<b>41,428</b>	<b>40,841</b>	<b>1</b>
NET REVENUE	38,478	37,922	1
DIRECT COSTS	(22,731)	(21,549)	(5)
<b>CONTRIBUTION</b>	<b>15,747</b>	<b>16,373</b>	<b>(4)</b>
OTHER INCOME	459	221	>100
OVERHEADS	(3,973)	(4,390)	10
<b>EBITDA</b>	<b>12,233</b>	<b>12,204</b>	<b>0</b>
<b>FINANCE COST</b>	<b>-</b>	<b>-</b>	<b>0</b>
DEPRECIATION	(2,059)	(2,026)	(2)
AMORTISATION OF INTANGIBLES	(152)	-	(100)
<b>PROFIT BEFORE TAX</b>	<b>10,022</b>	<b>10,178</b>	<b>(2)</b>
TAXATION	(2,499)	(2,545)	2
<b>PROFIT AFTER TAX</b>	<b>7,523</b>	<b>7,633</b>	<b>(1)</b>
<b>EBITDA margin %</b>	<b>32%</b>	<b>32%</b>	
<b>PAT margin %</b>	<b>20%</b>	<b>20%</b>	

PAT shows a decline partly due to the ongoing Mass Rapid Transit (MRT) project and New Klang Valley Expressway (NKVE) road widening



# OUR OUTDOOR COVERAGE



The Outdoor Division holds several exclusive outdoor media rights in:

- i. Expressways;
- ii. Transit lines;
- ii. Retail malls;
- iii. Airports; and
- iv. Key city and town sites.

The largest Outdoor company with presence all over Malaysia with 43% market share.  
More than 8,000 sites throughout Malaysia.

## Section 2.7

# DIGITAL



	RM'000		%
	Q1 2013 A	Q1 2012 B	CHANGE A - B
<b>GROSS REVENUE</b>	<b>5,642</b>	<b>4,559</b>	24
NET REVENUE	5,404	4,442	22
DIRECT COSTS	(583)	(170)	(>100)
<b>CONTRIBUTION</b>	<b>4,821</b>	<b>4,272</b>	13
OTHER INCOME	-	9	(>100)
OVERHEADS	(7,184)	(5,187)	(38)
<b>LBITDA</b>	<b>(2,363)</b>	<b>(906)</b>	<b>(&gt;100)</b>
DEPRECIATION	(376)	(471)	20
<b>LBT</b>	<b>(2,738)</b>	<b>(1,377)</b>	(99)
TAXATION	-	-	na
<b>LAT</b>	<b>(2,738)</b>	<b>(1,377)</b>	(99)
<b>LBITDA %</b>	<b>(44%)</b>	<b>(20%)</b>	
<b>LAT %</b>	<b>(51%)</b>	<b>(31%)</b>	

Digital Media still experience lagging market acceptance while our commitment to the investment of digital technology & continued increase in bandwidth consumption have impacted performance

# ONLINE PORTALS : MPB WEBSITE RANKINGS

## Top 10 Malaysian Sites

Site	MARCH 2012		MARCH 2013	
	Rank	Total Unique Visitors ('000)	Rank	Total Unique Visitors ('000)
MUDAH.MY	2	2,837	1	2,978
<b>Media Prima Group</b>	<b>1</b>	<b>3,051</b>	<b>2</b>	<b>2,418</b>
Maybank Group	3	1,953	3	2,088
Malaysiakini Sites	9	1,116	4	1,563
Star Publications (M) Bhd	4	1,820	5	1,524
Maxis Group	5	1,333	6	1,244
CARI.COM.MY	8	1,159	7	1,199
CIMB Group	10	1,109	8	1,103
Tune Group	7	1,231	9	1,095
Utusan Group	12	910	10	1,016

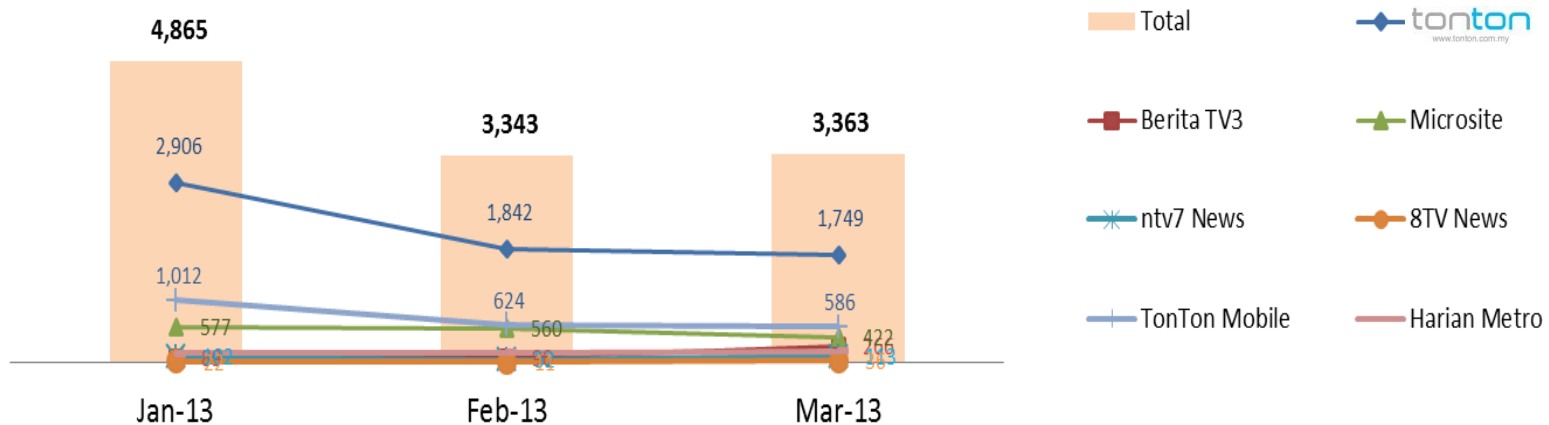
SOURCE: comScore Key Measures

**MEDIA PRIMA GROUP IS RANKED #2 IN MARCH 2013**

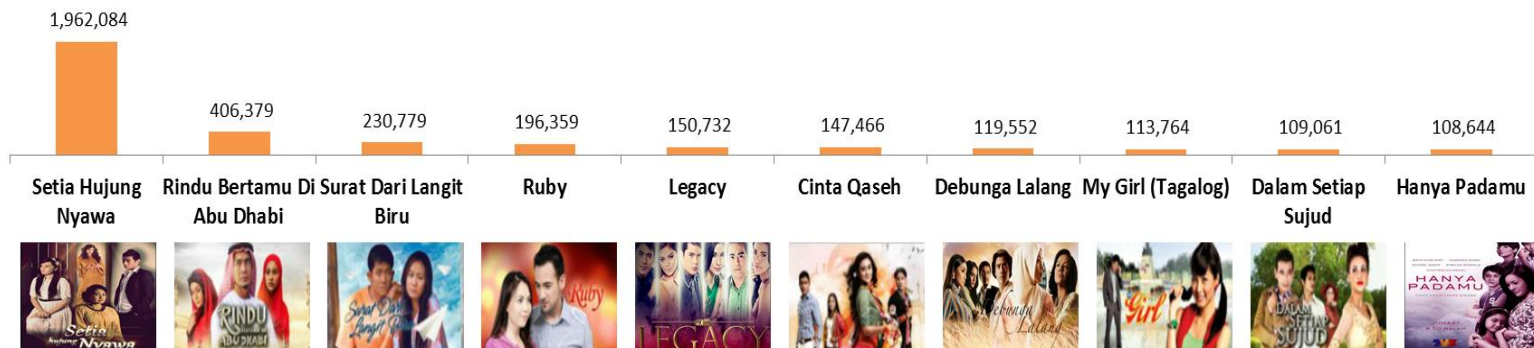
# tonton VIDEO VIEWS & POPULAR PROGRAMS

tonton 2.83 million registered users

Total Video Views by Month('000)



Top 10 Programs on tonton - Jan to Mar 2013  
(No of Video Views)



## Section 2.8

# CORPORATE & OTHERS

# CORPORATE & OTHER BUSINESSES - Q1 2013 VS. Q1 2012

	MPB	Others	Consol Adjustment	Total
	RM'000			
<b>Gross Revenue</b>				
2013	-	5,863	(6,753)	(890)
2012	-	3,853	(4,952)	(1,099)
<i>Growth %</i>	N/A	52	36	19
<b>Net Revenue (after royalties)</b>				
2013	-	5,863	(3,201)	2,662
2012	-	3,853	(1,950)	1,903
<i>Growth %</i>	N/A	52	(64)	40
<b>EBITDA</b>				
2013	(5,321)	737	4,402	(182)
2012	(7,047)	(621)	837	(6,831)
<i>Growth %</i>	24	>100	(>100)	97
<b>Depreciation &amp; Interest Expenses</b>				
2013	7,775	123	898	8,796
2012	6,705	141	949	7,795
<i>Growth %</i>	(16)	(13)	5	(13)
<b>PBT / (LBT) Before Associate Before EI</b>				
2013	(13,096)	614	3,504	(8,978)
2012	(13,752)	(762)	(112)	(14,626)
<i>Growth %</i>	5	>100	>100	39

## Section 3

# CONCLUSION



# CONCLUSION

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- Q1 2013 remains a challenging quarter. Continued uncertainty of the global economy and the impending general election has impacted advertisement spending.
- The Group recorded EBITDA of RM67.8 million and PATAMI of RM27.1 million.
- The Group recorded a growth in PATAMI of 31% compared to the corresponding period last year.
  - TV networks' gross revenue grew by 17% against YTD March 2012, at the back of a very low Q1 2012 and boosted by the Non Traditional Advertisers (NTAs)
  - While industry print Adex grew by 1% against 2012, NSTP's advertising revenue grew by 5% against YTD March 2012, driven by the growing Bahasa market and the Group's strength in this sector;
  - Radio Networks' topline numbers grew by 6% against YTD March 2012 mainly due to higher revenue contributed by Hot FM and Fly FM;
  - Primeworks' revenue growth of 13% against YTD March 2012 mainly due to higher box office takings from films released in Q1 2013 as well as higher revenue from TV & Drama production;
  - Outdoor's net revenue registered growth of 1% compared to YTD March 2012 mainly due to growth in production revenue; and
  - Digital's gross revenue grew by 24% against YTD March 2012 mainly contributed by increase in online advertising revenue and revenue from catch-up TV.
- The Group is committed to maintain its industry leadership position and earnings growth through continued investment in quality and relevant content.

# THANK YOU

**For information**

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*Note:*

*The presentation may contain forward-looking statements which are based on MPB's current expectations, forecasts and assumptions based on management's good faith expectations and belief concerning future developments. In some cases forward-looking statements may be identified by forward-looking words like "would", "intend", "hope", "will", "may", "should", "expect", "anticipate", "believe", "estimate", "predict", "continue", or similar words. Forward-looking statements involve risks and uncertainties which could cause actual outcomes and results to differ materially from MPB's expectations, forecasts and assumptions. We caution that these forward-looking statements are not statements of historical facts and are subject to risks and uncertainties not in the control of MPB, including, without limitation, economic, competitive, governmental, regulatory, technological and other factors that may affect MPB's operations. Unless otherwise required by law, MPB disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. Although we believe the expectations reflected in forward-looking statements are reasonable we cannot guarantee future results, levels of activity, performance or achievements.*